**Course Description**
This course surveys the field of mass communications. Emphasis is on the role of mass media in modern society. (3 Lec.)

**Summer Course Notice**
Like all summer courses, this course is intensive. It covers the same material as a regular 16-week course in 1 month. This means you will be responsible for **daily assignments**. I will be posting assignments ahead of time so you can work at your own pace, but you must be organized and check in regularly to succeed in this course.

**Course Purpose**
At the end of this class you should be familiar with terms and current trends in the fields of mass communication and journalism. You will have examined the origins of different media and how these origins influence us today. You will also have learned to look at the different media, and media outlets within each medium, to be able to critically evaluate their role within our and other societies. Finally, you will study the roles mass communicators play in our lives and learn about job opportunities in the field.

**Required Materials, Resources and Skills For This Course**
  **Note: A copy of the textbook is on reserve at the Eastfield College library and can be used there.**
- Daily computer and Internet access is critical.
- Access to a daily newspaper or news website.
- Knowledge of eCampus. Consult the instructor if this is your first online course.
Eastfield College Email Policy

Eastfield College faculty and students must have and use a DCCCD account for all correspondence relating to academic coursework. I cannot communicate with you about grades via email unless you are using a DCCCD account. This is to protect your academic information. If you do not have a DCCCD account and wish to discuss your grades, you will need to contact me via telephone or set up an appointment to meet on campus.

* For information on setting up your DCCCD student email account and acquiring FREE access to Microsoft Office, including Microsoft Word, go to: http://www.dcccd.edu/SS/OnlineSvs/Pages/MSOffice.aspx.

Emailing the Instructor

You may email the instructor through your DCCCD account or through eCampus by clicking on the Send Email option under Tools. IMPORTANT: DO NOT send messages through Course Messages because it does not send me a notification when you do and it does not come to my DCCCD email account. If you email me through your email account, please put the course and section number of the class in the email subject line since I teach multiple sections of this class, plus other courses.

Submitting Work

All work must be turned in through eCampus. Please do not send any assignments to me through email. If you have any problems submitting, please let me know immediately via email. To avoid glitches, it’s best not to wait until the last minute to submit assignments since you have an entire week in most cases.

Course Content Warning

Assignments in this class, including readings and videos, will involve sensitive topics such as race, gender, sexuality, and violence. Some media content may include profanity, sexual suggestions/situations, and violent images. If you are particularly sensitive to any of these topics, please consult the instructor.

Core Student Learning Objectives

COMM 1307 is a Core Curriculum course that develops the following Core Objectives:

1. **Critical Thinking** — to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.

2. **Communication** — to include effective development, interpretation and expression of ideas through written, oral and visual communication.

3. **Empirical and Quantitative Skills** — to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.

4. **Social Responsibility** — to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.

Core Objective Development Statements

COMM 1307 develops **Critical Thinking** and **Communication** by requiring students to analyze and interpret the societal and historical significance of the various media of mass communication in an essay or short answer format, or presentation.

COMM 1307 develops **Empirical and Quantitative Skills** by requiring students to identify — or at least be cognizant of — the ways in which journalistic inquiry and observation, along with information transmitted by the media, are relevant to civic engagement, and to one’s own participation in civic life; and to demonstrate knowledge and understanding of the complexity of the elements at play in the process.

COMM 1307 develops **Social Responsibility** by requiring students to identify the impact that journalists and other media professionals play in influencing, informing and shaping society through the messages that are communicated and their consequences.
Mass Communications/Journalism Student Learning Outcomes
COMM 1307 is a required course in all Communications/Journalism degree plans. Students who earn an associates degree in Mass Communications/Journalism and Broadcast Journalism will have increased knowledge and understanding of the following:

<table>
<thead>
<tr>
<th>First Amendment</th>
<th>Journalism students should value the implications the First Amendment has throughout their journalistic work.</th>
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<tbody>
<tr>
<td>Communication</td>
<td>Journalism students should be able to edit and communicate messages verbally and non-verbally for different media outlets and audiences.</td>
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<tr>
<td>News</td>
<td>Journalism students should be able to identify newsworthy events, gather information about the same, and communicate those to audiences of different media outlets after editing.</td>
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<tr>
<td>Technology</td>
<td>Journalism students should demonstrate the use of different technologies.</td>
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<tr>
<td>Ethics</td>
<td>Journalism students should apply the codes of ethics as well as legal rights and restrictions inherent to their chosen field of journalism.</td>
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<tr>
<td>Research</td>
<td>Journalism students should demonstrate research skills throughout their practical and academic course work.</td>
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<tr>
<td>Diversity</td>
<td>Journalism students should discuss the diversity of their professional environment as well as their audiences.</td>
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Coursework
Students will be asked to complete daily discussion or blog posts on the assigned readings and videos. There will also be a weekly test over the assigned chapters. A media analysis paper will be due at the end of the course, and there will also be a final exam.

Assignments and Grading
Introduction: 20 points
Students will complete an introduction post at the beginning of the semester and comment on two of their classmates’ introductions.

Discussion Posts
10 posts @ 40 points each = 400 points
Students are responsible for posting four discussion board posts per week and commenting on at least two classmates’ posts. Topics will be chosen by the instructor and will be related to the reading and video assignments for that week. Your post should be at least 250 words long and should not stray from the original topic. Posts must
demonstrate that you have read the required text, citing examples and using terminology from the readings and videos, to receive maximum credit. Responses to your classmates’ posts should do the same. Short comments saying that you agree or disagree will not receive full credit. These comments should provide new information from the readings, videos or the student’s personal experience.

Blog Posts
3 posts @ 40 points each = 120 points
You will be responsible for submitting 3 blogs where you get a chance to analyze the news media, public radio, and media effects on the audience. The news analysis blog should briefly summarize a news story reported in a newspaper, on TV, or on a reputable online NEWS site, such as The Washington Post. The blog should focus on a local, national or international news event and how it was covered in the news media. You should find multiple news reports on the subject and compare and contrast the news coverage. For example, how Fox News covered the State of the Union address vs. how MSNBC covered it. Do not write about sports or entertainment unless it is newsworthy, such as the NFL national anthem protests. If you are unsure whether your story fits this criteria, email the instructor. More instructions will be given regarding the public radio blog and the media effects blog.

Chapter Tests
4 tests @ 50 points each = 200 points
Students will be tested on four chapters each week. Tests will consist of multiple choice and true-false questions. You will be able to take them twice, and your highest score will count.

Media Content Analysis: 130 points
Students must submit a 3-to-5-page media content analysis on a selected topic.

Final Exam: 130 points
The final exam will be comprehensive, covering Chapters 1-14. I will give you a list of key topics to help you focus your studies. This exam will be timed, and you only have one opportunity to take it. Time limit is 1 hour, 50 minutes.

Total Possible Points in Course: 1,000

Grading Scale
A = 900-1,000 points
B = 800-899 points
C = 700-799 points
D = 600-699 points
F = 0-599 points

Deadlines and Missed Assignments/Tests
Late assignments will not be accepted without providing proper documentation or getting prior approval from the instructor. In a 5-week course, there is no time to make up assignments. You must keep up and turn in assignments each week in order to succeed in this class. Plan on working on something every day.

Withdrawing from the Class
If you are considering dropping this class, please contact me immediately. Many times, there might be a better alternative than dropping a class. If we cannot find a more satisfactory solution than dropping a class, then it is YOUR RESPONSIBILITY to withdraw formally from the course or courses. I cannot withdraw you. The last day to withdraw with a grade of “W” for the Summer II semester is July 30. Failure to drop or withdraw officially from a course will result in your receiving no credit for any remaining assignments and will likely result in a failing grade for the course. If you are receiving financial aid, you should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester.
Certification Date
In order to be certified for this class, you must turn in your introduction post by July 10. After that point I will not be able to certify you as an active student in the course, so do not miss this deadline. This could affect your status if you are receiving financial aid.

Obtaining Final Course Grades
Final Grade Reports are not mailed. Convenient access to final grades is available online at www.econnect.dcccd.edu. Use your identification number when you log onto eConnect. Your grades will also be printed on your Student Advising Report. Your final course grade will also be posted in the eCampus course gradebook.

Instructor’s Expectations
My goal is to help you succeed in this course. To ensure an optimal learning environment, I ask every student to follow these policies:

- Communicate with me as well as your other classmates frequently. You must turn in your introduction by July 10 to be certified as an active student in the class.
- Notify me immediately if this is your first online class.
- You are responsible for reading the assigned chapters and watching the assigned films/videos in order to successfully complete all class work. You should cite information from these assigned readings and videos in the assignments you submit. Failure to do so will result in significant deductions to your score.
- If you experience any problems, such as not being able to see assignments, please let me know immediately.
- Set aside multiple days each week to work on your assignments. Do not wait until the due date to begin working on all assignments for that week. If you attempt to do this it will almost certainly be reflected in the quality of your work. It’s important that you take the time to think critically about these assignments. It’s my hope that you will actually find the topics interesting, and I do not want you rushing through them.
- Do not wait until the last minute to take any test or quiz. Technical difficulties are not an excuse for missed deadlines.
- You will take all tests and the final online. You will have two attempts and there is no time limit on the tests, but you can only take the final once and it will be timed.
- Do not plagiarize. You become guilty of plagiarism when you submit somebody else’s works and/or words as your own. Plagiarism is a serious violation of the student ethical code of conduct and will result in measures reaching from a grade “F” for the assignment in question to failing this course. SafeAssign software will be used to ensure that submissions are authentic.
- Do not cheat. If you copy another student’s work or reuse a paper that you have written for another class, it is considered plagiarism. See the statement below about academic honesty and plagiarism.
- This is an online course so you must have reliable internet access. Cell phones do not interact well with Blackboard/eCampus, so please make sure you have computer access for the entire duration of the class.
- This course serves as a learning environment for everybody participating in this class. You are expected to be courteous and respectful toward the instructor and other students, and can expect the same in return. While I encourage an informal and friendly environment that facilitates discussion and exploration, we must still accommodate one another’s differing perspectives and opinions.

Academic Honesty
As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog at https://www1.dcccd.edu/catalog/ss/code.cfm.

Academic dishonesty includes, but is not limited to, cheating on tests, plagiarism and collusion. Cheating includes copying from another student’s test or homework paper, using materials not authorized, collaborating with or seeking aid from another student during a test, knowingly using, buying, selling, stealing, or soliciting the contents of an unadministered test, and substituting for another person to take a test. Plagiarism is the appropriating, buying, receiving as a gift, or obtaining by any means another’s work and the unacknowledged submission or incorporation of it in one’s own written work. Collusion is the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements. Academic dishonesty is a serious offense. You can be given a failing grade on an assignment or test, can be failed for the class, or you can even be suspended from college.
In any written paper or online post, you are guilty of plagiarism if you partially or entirely copy the author’s sentences, words. For such an offense, a student will receive a **zero** on the assignment and can receive an **F** for the course if the offense occurs again. You cannot mix the author’s words with your own or “plug” your synonyms into the author’s sentence structure. The author’s words, phrases, sentences must be put in your words, in your way of writing. When you do this, you are demonstrating understanding and comprehension. **If you summarize, paraphrase or directly quote an author, you must use the appropriate documentation.**

### Course Calendar

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<thead>
<tr>
<th>Week</th>
<th>Reading Assignment</th>
<th>Testing</th>
<th>Discussions</th>
<th>Blogs and other Assignments</th>
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</table>
| **Week 1:** July 8-14 | Syllabus and Chapters 1 and 2: Media Literacy and Convergence | Test 1: Chapters 1 and 2 and Syllabus | • Introductions  
• Discussions 1-2 posted (introduction due by July 10) | • Blog 1 due by July 14 |
| **Week 2:** July 15-21 | Chapters 3, 4, 5, 6: Books, Newspapers, Magazines, and Film | Test 2: Chapters 3-6 due July 21 | • Discussions 3-4 (Discussions 1-4 due by July 21) |  |
| **Week 3:** July 22-28 | Chapters 7, 8, 9, 10, 11: Radio, Television, Video Games, the Internet, and Public Relations, | Test 3: Chapters 7-10 due by July 28 | • Discussions 5-9 (Discussions 5-9 due July 28) | • Blog 2 due by July 28 |
| **Week 4:** July 29-August 4 | Chapters 12, 13, 14: Advertising, Media Theories and Effects; and Media Freedom, Regulation and Ethics | Test 4: Chapters 11-14 due by August 4 | • Discussion 10 due August 4 | • Blog 3 due by August 4  
• Work on Media Content Analysis, which is due August 7 |
| **Week 5:** August 5-8 | Study for final exam | Final Exam due August 8 | | • Media Content Analysis due August 7 |

The instructor reserves the right to amend this syllabus as necessary.